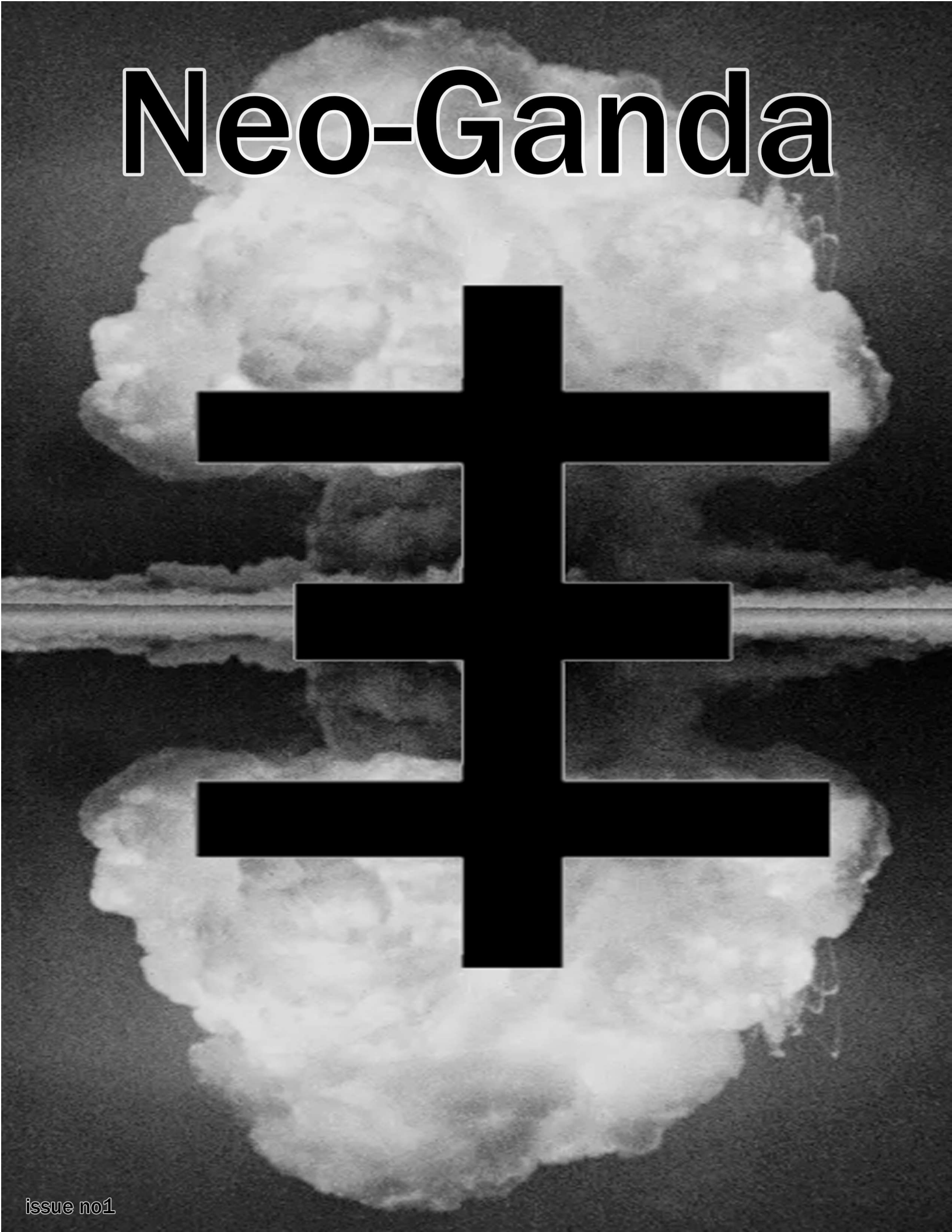
Neo-Ganda



issue no1

Then the liberated Old Ones would teach them new ways to shout and kill and revel and enjoy themselves, and all the earth would flame with a holocaust of ecstasy and freedom.
-The Call of Cthulhu, by H.P. Lovecraft

The Ganda is made to subvert and reorganize the narratives
The Ganda is made to kill the slavery of subliminals
The Ganda says it, you do it

Believe Nothing, Test Everything
-Temple of the Vampire

Don’t Be A Slave To (New) Subliminals

In his post-mortem book of essays titled *Satan Speaks*, Anton LaVey has an essay called *Don’t Be A Slave To (Others) Subliminals*, **what is written in that article still rings true today in a world of rapidly growing and never ending electronic subliminals.**

Do NOT make subliminals that can be coopted. The internet is full of vultures who will steal your ideas and narratives once they become profitable. The whole point of Neo Ganda is to subvert this, the internet cannot control physical media much, it isn’t virtual. Make your own damn propaganda!

While memes are effective, they are too easily hijacked, for example it is theorized with a high possibility that the CIA has a meme warfare department

A return to cultural hijacking through print, cassette, CD, DVD and VHS is necessary in order properly make your own subliminals, the internet is no longer a very viable option, it is not the Wild West of technology it once was, it has become centralized and sold.

Now, while centralized and sold, the use of personal websites is a possibility and viable option if you don't want to spend the effort on making physical media. Personal websites are likely one of the last bits of decentralization left on the web. Uploading to most any platform online is just screaming into a void with little hope of making any difference or mark.

The "digital footprint" is a lie, the print you make only goes as far as the name and alias you use... Though it is quite certain that government agencies are likely more than aware of this given how paranoid they are.

Eventually some sort of solar storm or EMP will fuck up the internet for an undetermined amount of time, so it is only a temporary area to use.

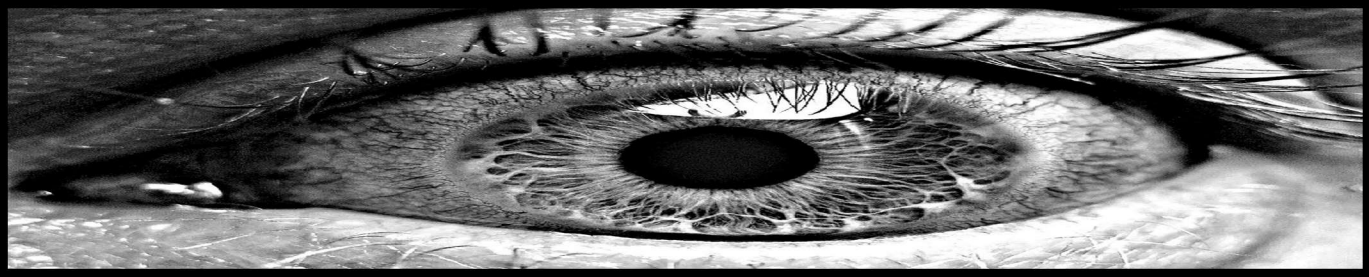
Studies show that visual propaganda is the most effective, however there are benefits to auditory as shown by select malls and stores which use slow music to make time seem extended, resulting in the shoppers grazing more do to time feeling longer; the longer they graze the more a possibility people will consume more.

Propaganda needs both a visual and auditory componet.

The News

Can the News be trusted? Not really, however if you are interested in a news story, find a source, read it, then read from a source with an opposing view, then if available read from a source in the middle, the truth will usually lie within a mash of all of them, likely in the middle. But don't take the bloated corporations words for it, take the words of actual witnesses and participants.

Essentially when determining the truth, use this model with mainstream sources as examples:
Fox -> CNN -> middle -> Firsthand accounts= truth



"We are governed, our minds are molded, our tastes formed, our ideas suggested, largely by men we have never heard of. It is asked whether, in fact, the leader makes propaganda, or whether propaganda makes the leader. There is a widespread impression that a good press agent can puff up a nobody into a great man."
-Edward Bernays, Propaganda

culprits:

"...the media wants to take it and spin it and turn it into fear. 'Cause then you're watching television, you're watching the news; you're being pumped full of fear. And there's floods, there's AIDS, there's murder. You cut to commercial, buy the Acura, buy the Colgate. If you have bad breath, they're not gonna talk to you. If you got pimples, the girl's not gonna fuck you. It's a campaign of fear and consumption. And that's what I think that's it's all based on, is the whole idea that: keep everyone afraid, and they'll consume. And that's really as simple as it can be boiled down to."

-Marilyn Manson, Bowling For Columbine